



Photos: Events by Weymouth BID with Activate, Island Community Action and b-side

WEYMOUTH & PORTLAND TOWNS OF CULTURE 2025 PR BRIEF

FEE: £8,000 (NOT INC VAT)

TIMESCALE: JAN - DEC 2025

DEADLINE FOR APPLICATIONS: DEC 15th 2024

THE BRIEF

We are inviting proposals from PR agencies/freelancers to develop and deliver a press and public relations strategy for Weymouth & Portland, Towns of Culture 2025

ABOUT TOWNS OF CULTURE

The aim of the Dorset Town of Culture initiative - established by the Arts Development Company - is to celebrate and shape the identity of a place through creative and cultural projects and events - Dorset Town of Culture — Arts Development Company.

Portland and Weymouth have been awarded joint Towns of Culture 2025 and will deliver a programme of extraordinary cultural, community events and activities across the towns in 2025. Both towns have proud traditions of arts and culture, and will build on these as they move into the next phase of their artistic and cultural development.

Weymouth & Portland's bid **REVEAL** will bring opportunities to where people already live and visit, helping to create lasting memories, develop confidence and grow ambition for the future. The programme will amplify and highlight the wealth of creative talent already existing in the two towns celebrating community and inviting new, exciting and innovative cultural events into our towns' spaces. See Appendix for more supporting information.

REVEAL...community, place, talent, culture

AIMS

- Promote Weymouth & Portland, Towns of Culture 2025 brand and raise awareness and understanding about the project with local and regional audiences.
- Develop and deliver a press and public relations strategy for Weymouth & Portland, Towns of Culture 2025

DELIVERY

- Create and pitch stories about Weymouth & Portland, Towns of Culture 2025 to press outlets (online, print and broadcast)
- Create and coordinate press engagement opportunities
- Act as press liaison for Weymouth & Portland, Towns of Culture 2025
- Manage a £2k advertising budget (this is in addition to the fee)
- Create shareable social media content for Weymouth & Portland, Towns of Culture 2025
- Work with Town of Culture Project Board to identify target audiences and develop press/media and online strategies to reach these
- Compile and monitor press information and maintain press cuttings and archive, including online coverage

HOW TO APPLY

Send your proposal to sandy@b-side.org.uk, including the following:

- CV/client list
- Outline of your approach to the brief
- Sample strategy and potential press list
- Campaign ideas

The company/freelancer will be selected and invited to interview by members from The Town of Culture Project Board (which includes representatives from arts, heritage, community groups and Weymouth and Portland Town Councils).

If you have any questions about this brief or would like an informal chat about it please contact sandy@b-side.org.uk to arrange a call.

Towns of Culture Project Board includes representatives from:

Dorset Council, Weymouth Town Council, Portland Town Council, Weymouth BID, b-side, Island Community Action, Portland Sculpture & Quarry Trust, Houseworks CIC, Nothe Fort.



APPENDIX:

“Culture means more than artistic activity and is defined by participants in activities that they themselves define as cultural.

Football, ballet, language classes, parades, brass bands, natural history or heritage walks, artistic pursuits from knitting groups to pottery, stone masonry to film clubs, DJ'ing to festivals - are just a few examples of what we might call culture. Sometimes the activities are shared experiences - a book club for example - and sometimes they are solo pursuits that take place at home, such as playing an instrument or crocheting.

Weymouth and Portland Town of Culture 2025 is an opportunity to REVEAL and celebrate what we already do and what we might like to do when inspired by others.”

Sally Watkins, Founding Director, b-side

USEFUL SUPPORTING INFORMATION

REVEAL Highlighting and Amplifying

- **What?** In November and December 2024, Weymouth and Portland Town Councils gather events already taking place in 2025, and from January 2025 a PR company is contracted to amplify these events to audiences across Dorset and the South West. Micro Grant projects (April – Aug 2025), and New Events (Oct – Dec 2025) are also communicated, with the entire year receiving new press and media. .
- **Purpose:** More people are more aware of cultural activities already taking place in Weymouth and Portland. Audiences grow and the sector better supports each other's events. Later in 2025 and pending additional funding, a Cultural Calendar is considered for 2026 onwards.

LaunchPad Micro Grants

- **What and When?** An open call, which goes live in January 2025, offering grants for Weymouth and Portland individuals, freelancers, or organisations to organise and deliver cultural activity between April and August 2025.
- **Purpose:** to support Weymouth and Portland's cultural sector to deliver new, or increased activities during the first half of Towns of Culture 2025. The grants will 'Reveal' the breadth of W&P's cultural sector, give confidence to cultural organisers to deliver events with the Towns of Culture 2025 brand, and increase audience and community participation.

OVERVIEW OF ACTIVITIES

January 2025 | Communications Launch:

- **What?** Online launch of Weymouth and Portland Towns of Culture 2025 and the LaunchPad Micro Grants scheme. Most likely in the form of combined and joined up messaging and short videos/reels across all partners sites and social media platforms.
- **When?** Week of 20th January 2025

Purpose: 'Reveal' Weymouth and Portland Towns of Culture visual identity. Generate awareness of the venture to local and county wide audiences. Launch the LaunchPad Micro Grants scheme

April 2025 | Physical Launch Parties:

- **What?** Face to face launch of Weymouth and Portland Towns of Culture 2025 and announcement of Launchpad micro grants successful applicants. The launch may be on multiple days in one week and at multiple sites (at least one on Portland, and one in Weymouth) as the physical launch parties will be hosted by ToC partners – e.g. Nothe Fort, b-side at the High Angle Battery, and Activate.
- **Purpose:** Physical get together of all ToC partners and interested audiences to celebrate the successful applicants for the micro grants.

September 2025 | Festival Season in Weymouth and Portland:

- **What?** b-side festival 2025 takes place on Portland, a significant section of Activate's Inside Out Dorset festival takes place in Weymouth, the Portland Sculpture Quarry Trust organise a significant exhibition of sculptors on Portland. Further partners programme significant events in Weymouth and Portland utilising their own capacity and resources.
- **Purpose:** We participate in and celebrate the local, national, and international events already planned for and taking place across our towns in September 2025. A Culture Passport (see below) encourages more young people to attend events. A PR company boosts online and face to face audiences, as well as press and media for our towns.

WEYMOUTH AND PORTLAND TOWNS OF CULTURE, DESIRED OUTCOMES

Weymouth and Portland Towns of Culture generates larger – with measured increase of young people - and more diverse audiences for cultural activities

Baselines needed from partner organisations, to measure this change.

- 20% more people are attending arts and cultural activities across Weymouth and Portland
- Of this, 80% are from Weymouth and Portland
- Of this, 30% are people between 11 – 25 years old
- Audiences meet or exceed local demographics of people who identify as disabled, or who are from ethnic minorities